



A GLOSSARY OF PR SPEAK

- **Above-the-line campaign:** a marketing campaign using only advertising.
- **Account:** the term used to describe a client or job. In consultancies, “an account team” refers to the group of PR consultants servicing a particular client.
- **Below-the-line campaign:** a marketing communications campaign that does not use advertising. Instead it uses promotional tools such as public relations, direct marketing and sales promotion.
- **Brief:** the instructions from a client to a consultancy, or directions communicated within a PR agency.
- **Broadcast:** the dissemination of programmes or messages through the media of radio, internet or television.
- **Brainstorming:** the creative process of group thinking to stimulate or articulate ideas on a given subject or problem.
- **Client:** the organisation or person who employs a PR consultancy.
- **Clipping:** see Cutting.
- **Communication:** the credible, honest and timely two-way flow of information that fosters common understanding and trust.
- **Competition:** other organisations that represent a threat to a particular business.
- **Contract:** an agreement made between the PR consultancy and the client covering areas of agreed objectives, timing, service levels and price.
- **Copy:** the text produced by a consultancy for a press release or article. Journalists also refer to their news stories or features as copy.
- **Corporate Communication:** deliberately planned management of the communications affecting the perception and image of an organisation.
- **Crisis Management:** this involves planning and preparing a client for any possible crisis that is likely to affect the organisation, and how it should communicate to all its stakeholders during that crisis. This involves training relevant spokespeople, co-ordinating crisis recovery activities and ensuring a unified, confident and controlled public image. Crisis management is closely related to issues management.
- **Cue sheet:** briefing notes to help a spokesman prepare for an interview with a journalist. The cues should cover the issues that are likely to arise in the interview and the approach that should be taken on these issues.
- **Cutting:** the piece of written material containing messages about the client or its products or an extract from a paper or magazine regarding a particular account. Also commonly referred to as ‘clipping’.
- **E-pr:** the practice of public relations using the internet instead of, or alongside, traditional media.
- **Editorial:** written materials composed to communicate a brand to the various audiences identified by the client and consultancy.
- **Embargo:** a warning to the media not to publish a news item until the date specified on the release (usually appears at top of first page of news release or statement). Journalists usually honour this unofficial agreement.
- **Evaluation:** measurement of the agreed objectives set by the consultancy and client prior to the start of an agreed activity like a media relations campaign. The results of the evaluation are used for future planning and development of the ongoing PR strategy and to benchmark against overall objectives.
- **Exposure:** the extent to which the target audience becomes aware of a person, message, activity, theme or organisation through the efforts of PR. This might be used as part of the evaluation process.
- **Exclusive:** a news story offered by a PR practitioner to a single newspaper title, radio, website, or TV station.
- **Feature article:** a broad or in-depth newspaper, magazine, internet, radio or TV article that discusses, analyses or interprets an issue, subject or trend. A feature generally takes longer to research and produce than a news story.

- **Financial PR:** the efforts of a publicly-held company, or one that is on the way to a public flotation, to communicate with shareholders, security analysts, institutional investors and stock exchanges.
- **Full Service:** a one-stop PR shop which incorporates clients from many different industry sectors and which offers a range of PR disciplines, and sometimes in-house design and other services.
- **Healthcare PR:** specialist PR discipline that communicates about either prescription only (ethical healthcare) or OTC (over-the-counter) products or issues, to medical groups, interested third parties or specialist media.
- **Integrated campaign:** a multidisciplinary approach which uses a number of marketing communications techniques in order to deliver a consistent set of messages. The aim is to achieve seamless communication with the audience.
- **Internal Communications:** information dissemination and flow between an organisation and its employees. Common tools include newsletters and intranets.
- **Logo:** A graphic or symbol owned by and representing a company or brand.
- **Media Relations:** communicating with the media by pro-actively speaking to journalists and sending out relevant articles to the respective publications, responding to media enquiries, and providing appropriate information on behalf of an organisation.
- **Messages:** agreed words or statements that a client wants to convey to third parties, like the media or shareholders for example.
- **News Release:** a written communication sent to all news media. Also known as a press release.
- **Media:** channel for the communication of information including newspapers, magazines, radio, TV, mobile phones and the internet.
- **News Conference:** the live dissemination of news information by an organisation to invited media. The format is usually a presentation of information by the organisation followed by a question and answer session.
- **Pitch:** when PR consultancies are invited by a prospective client to propose how they would tackle a given brief.
- **Press Pack/Kit:** a branded pack handed out to the media by an organisation. It normally contains background material, photographs, illustrations and news releases.
- **Press Release:** see News Release.
- **Proposal:** document outlining a proposed PR campaign to an existing or potential client.
- **Public Affairs -** the process of communicating an organisation's point of view on issues or causes to political audiences like MPs and lobbying groups.
- **Regulatory News Service(RNS) -** RNS is an online application which allows listed companies or their Advisers to submit announcements to investors and intermediaries through the London Stock Exchange.
- **Search engines:** these allow you to search the contents of the world wide web. When you key in a search term, you receive a list of items that match your query.
- **Sector/trade press:** the media relevant to specific audiences. This includes special interest magazines such as hi-fi magazines for hi-fi enthusiasts. Trade journals are read for business and professional reasons, for example *Electronics Week* is read by electronics engineers.
- **Teaser:** a promotion that is intended to arouse interest in the main campaign which follows. It is usually used in media relations.
- **Transcript:** written outline of a radio or TV broadcast about a client.
- **Vertical media:** media relating to different market sectors for a product or service. For example, you can promote a barcode printer in the printing media, packaging media and food retailing media.
- **Viral campaign:** a communications campaign which is designed to exploit the potential of the internet to spread messages rapidly. The audience is encouraged to pass a message on to all their email contacts.

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